

Fashion Calendar 1948

Nov. 15
1948

JANUARY

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NOVEMBER

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 12, 1948</u>			
Now Showing	SPRING COLLECTION: BLOUSES AND SEPARATES New fabrics, colors and trends in Spring blouses and separates by Alice Stuart. For appointment, contact: Cecile Busgang, LO. 4-5241.	ALICE STUART	525 SEVENTH AVENUE SHOWROOM
Beginning Friday Nov. 12	OPENING OF SPRING DRESS COLLECTION Presentation of the William Bass Spring Dress Collection at 10:30 A.M. and 2:30 P.M. daily. Contact: LA. 4-2190.	WILLIAM BASS	530 SEVENTH AVENUE SHOWROOM
Saturday Nov. 13 12:30 P.M. Luncheon- Bridge	FASHION SHOW AND LUNCHEON "High Lights of Manhattan - The Year When", showing by the Traphagen School of Fashion of costumes from its museum collection, tracing New York's fashion history through a series of historic events in the city's past. Also, a group of 1948 designs created by students of the school. Press by invitation. Public by reservation, \$3.50. Contact: Julia LaBonte, LE. 4-2000.	AMER. INST. OF BANKING (N.Y. WOMEN'S COMMITTEE)	TAVERN ON THE GREEN CENTRAL PARK WEST
Saturday Nov. 13	ARRIVAL OF SANTA; OPENING OF TOY FAIR Santa Claus will arrive in Newark via Penn. R.R. at 9:45 A.M. He will be met at the station by a float carrying 20 children from St. Mary's Orphanage in Newark, and will parade through the city streets to Kresge-Newark, where he will officially open Toyfair and remain until Christmas. Santa will have Luncheon Parties with children beginning Saturday, Nov. 13, and daily thereafter. Luncheon for mother and child is priced at \$1.50. For reservations, contact: Party Hostess, 7th Floor Restaurant, Mitchell 2-8000. Publicity: Constance Bray, Mitchell, 2-8000, Ext. 392 (Nowark).	KRESGE-NEWARK 715 BROAD ST.	NEWARK, NEW JERSEY

WEEK BEGINNING SUNDAY, NOVEMBER 14, 1948

Sunday Nov. 14- Nov. 19 9:00 A.M.- 5:00 P.M.	CALIFORNIA FASHIONS IN NEW YORK "San Francisco Opens its Golden Gate of Fashions for 1949", Spring showing in N. Y. by 19 San Francisco manufacturers. Contact: Isabelle Shaver or Mr. E.L. McDonald, at Ruthrauff & Ryan, MU. 6-6400.	MFRS. & WHOLESALERS ASSN. OF SAN FRANCISCO	HOTEL NEW YORKER 5TH FLOOR
Monday Nov. 15 4:30 P.M. Cocktails	N. Y. DEBUT OF PARIS HAUTE COUTURE MILLINERY Monsieur and Mme. Orcel will present their hats at a showing at the Pierre. This is the first visit of the Orcels to New York. Attendance by invitation only. Contact: Alice White, Abbott Kimball & Co., PL. 3-9600.	GILBERT ORCEL	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 15 7:30 P.M.- 9:30 P.M.	SEVENTH SESSION:FASHION TRAINING COURSE Subject: "Display and Television Styling -- Store Windows and Interiors". Speakers: Henry Callahan, Lord & Taylor; Lester Gaba, Columnist, Women's Wear Daily; Ollie Tucker, Television Stylist with McCann-Erickson. Price for each lecture: \$2.00.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
Monday Nov. 15 10:00 P.M.- 12:30 A.M. Champagne	PREVIEW OF MILLINERY AT CHAMPAGNE PARTY Braagaard will present his collection of midseason and Advance Spring millinery at his new address, 10 East 56th St. at a special preview showing. Attendance by invitation only. Showings for invited guests on Tuesday, Nov. 16, Wed., Nov. 17, Thurs., Nov. 18, at 2:30 P.M. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON (NEW ADDRESS)
Nov. 15- Nov. 20	AMERICAN KNIT GLOVE WEEK The Glove Week promotion will give United States Savings Bonds to the store doing the best all-around promotion of "American Knits" during the week. Judging will be based on originality and coordination of window displays, newspaper and radio publicity, department promotion and advertising campaigns. Publicity: Claire A. Wolff, LO. 4-7230.		
Beginning Monday Nov. 15	OPENING OF RESORT BAG COLLECTIONS Showings of Resort, Cruise, Travel, Evening and early Spring Bags. The industry-wide opening for Spring bag lines will be held from Jan. 3 through Jan. 15. Contact: Nat'l Authority for Ladies Handbag Industry, 347 Fifth Avenue, MU. 3-6969.	NATIONAL AUTHORITY FOR LADIES HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday Nov. 16 10:30 A.M.	PRESS SHOWING OF SPRING COLLECTION Presentation of Conti's Spring coats, suits and dresses. Also, a few costumes designed by Mad Carpentier. By invitation only. Trade showing at 2:30 P.M. on Nov. 16, and daily thereafter at 10:30 A.M. and 2:30 P.M. Contact: Mario Conti, WI. 7-7331. Publicity: Mary Marsh, WI. 7-7331.	CONTI, INC.	498 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 16 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION Luncheon showing for benefit of the Judson Health Center, showing furs by Maximilian with hats by Walter Florell and fashions by Fira Benenson. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Price of tickets: \$6.00. Contact: Elizabeth C. Kenyon, SP. 7-0683.	FOR BENEFIT OF JUDSON HEALTH CENTER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Nov. 16 1:00 P.M. Luncheon	LUNCHEON SHOWING OF HOLIDAY FASHIONS Jay Thorpe will present "Glamorous Holiday Fashions" during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for Jay Thorpe: Viola Shefer, PL. 3-3173. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 16 2:30 P.M.	"CANYON COLORS" BY HENRY ROSENFELD Holiday and Resort collection of dresses by Henry Rosenfeld showing a panoramic view of "Canyon Colors" at Russeks. Henry Rosenfeld will be present. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 16, Nov. 17, Nov. 18 3:00 P.M.- 6:00 P.M. Cocktails	OPENING OF RESORT & SPRING HANDBAG LINE Clair Kennedy will personally present to resident, out-of-town and N.Y. buyers her new line of basket, fabric, and leather handbags and belts, including the "Bird Cage" group. First showing of the Kennedy line under the sponsorship of Archer Accessories, Inc. Attendance by invitation only. Contact: Mrs. Pat Poling, MU. 8-4410. Publicity: Charlotte Parker, MU. 8-4410.	ARCHER ACCESSORIES, INC. FOR CLAIR KENNEDY	441 MADISON AVENUE THIRD FLOOR
Tuesday Nov. 16 4:00 P.M.	FASHION SHOWING OF INDIAN HEAD COTTONS Textron will present their Indian Head cotton fabrics in a fashion showing of daytime, evening and sports clothes, and bathing suits. Attendance by invitation only. Publicity: Julie Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publ.: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Beginning Tuesday Nov. 16	OPENING: SPRING COAT AND SUIT COLLECTION Daily showings by Zuckerman & Kraus at 2:00 P.M. Contact: CH. 4-4850.	ZUCKERMAN & KRAUS	512 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 17 9:00 A.M. Breakfast	"FASHIONS FROM THE SCENT-IMENTAL WEST" Showing of informal, high-style cotton dresses from California--"Lady Alice", misses dresses and "Lil' Alice" junior dresses, at popular prices. There will be special emphasis on one color from head to toe--"Cologne Colors". Showing promptly at 9:45 A.M. Attendance by invitation only. Publicity: Florence Frederickson, Publicity Director, Alice of California, EL. 5-3000. (Waldorf-Astoria)	ALICE OF CALIFORNIA (SAN FRANCISCO)	WALDORF-ASTORIA WEDGWOOD ROOM
Wednesday Nov. 17 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Dein-Bacher will present fur fashions for resort wear. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 17 1:00 P.M. Luncheon	ORIGINAL HAND-KNITTED DRESSES AND ENSEMBLES Mimi Pearce will present her original hand-knitted dresses and ensembles during luncheon. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 17 1:30 P.M.	SECOND PRESS SHOWING OF SPRING SUITS Second press showing of Molly's "Suity Suits" at Levy-Blum. For those who could not attend on Armistice Day. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MOLLY OF LEVY-BLUM CORP.	512 SEVENTH AVENUE SHOWROOM--34TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 17 2:30 P.M. And 6:00 P.M.	"JUNIOR HAVEN" FASHION SHOW Holiday Fashions for the College Girl will be presented at Bamberger's "Junior Haven" Fashion Show. Admission by ticket only. Publicity: Mary Grizzard, Market 2-1212 (Newark).	L. BAMBERGER & CO. NEWARK, N. J.	4TH FLOOR JUNIOR HAVEN
Wednesday Nov. 17 4:00 P.M. Cocktails	SHOWING OF COTTONS FROM LONDON Horrockses Fashions Limited of London, England will present "Cotton Couture"--dresses, suits, hostess gowns, and beachwear made from Horrockses Fine Cottons. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	HORROCKSES FASHIONS LTD. OF LONDON, ENGLAND	WALDORF-ASTORIA PERROQUET SUITE
Wednesday Nov. 17 5:00 P.M.- 8:00 P.M. Cocktails	COCKTAIL PARTY FOR N.Y. DRESS DESIGNERS Society of New York Dress Designers will give a cocktail party for mem- bers and guests. Attendance by invitation only. Contact: Society of N.Y. Dress Designers, 475 Fifth Avenue, MU. 3-1093.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL MADISON MADISON AT 58TH ST.
Beginning Wednesday Nov. 17	OPENING OF SPRING COLLECTION Spring Coat and Suit Collection at 2:00 P.M. daily. Contact: LA. 4-2544.	BEN GERSHEL & CO., INC.	512 SEVENTH AVENUE SHOWROOM By appointment.
Thursday Nov. 18 10:00 A.M. Breakfast	PREVIEW OF PICARD'S TECHNICOLOR SKI FILM Breakfast showing for the press of Picard's technicolor ski film, and men's and women's ski clothes. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900, Ext. 695.	BLOOMINGDALE'S LEXINGTON AT 59TH ST.	SKI SHOP 2ND FLOOR
Thursday Nov. 18 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Presentation of custom-made fashions by Kreinick Gowns. Press by invita- tion. Public by reservation. Contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Nov. and Dec. Luncheon Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	KREINICK GOWNS (62 EAST 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 18 4:00 P.M. Tea	PREVIEW OF CHRISTMAS AND HOLIDAY FASHIONS Fashion show for wives of members of the National Association of Real Estate Boards, who are in N.Y. for the annual convention. Presentation of fashions by Lydia Gowns, Ackerman-Blatt Furs, Marianne Ostier Jewelry, Walter Florell Hats. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	NATIONAL ASS'N OF REAL ESTATE BOARDS	WALDORF-ASTORIA GRAND BALLROOM
Thursday Nov. 18 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE "Party of The Year"--ball and entertainment under the sponsorship of 25 different branches of the fashion industry, given for the benefit of The Costume Institute of the Metropolitan Museum of Art. Dorothy Shaver, president of Lord & Taylor is chairman of the advisory committee of The Costume Institute. Chmn. of Arrangements Committee: Eleanor Lambert. Chmn. of Ticket Committee: William Fox of Fox-Brownie, Inc. Chmn. of Enter- tainment Committee: Lester Gaba, Display Columnist of Women's Wear Daily. Chmn. of Prize Committee: Leona Bowman. Midnight Supper. Formal -- \$50.00 per person. Contact: Julia Raymond, Metropolitan Museum, RH. 4-7690.	SPONSORED BY FASHION INDUSTRIES	RAINBOW ROOM 30 ROCKEFELLER PLAZA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Nov. 19 10:00 A.M.	OPENING OF SPRING COLLECTION Presentation of Spring Coats and Suits by Monte-Sano & Pruzan on Friday Nov. 19 at 10:00 A.M.; Monday, Nov. 22, at 10:00 A.M.; Tuesday, Nov. 23, at 10:30 A.M. By appointment. Contact: LU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Friday Nov. 19; Nov. 22 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING COLLECTION Trigere's Spring Collection will be presented at 10:30 A.M. and 2:30 P.M. on Friday, Nov. 19, and Monday, Nov. 22. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Friday Nov. 19 11:00 A.M.	PRESS SHOWING OF SPRING COLLECTION Preview of Fira Benenson's wholesale Spring Collection for the magazine and syndicate press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SALON
Friday Nov. 19 5:45 P.M. Cocktails	"AFTER DARK HATS" AT FASHION SHOW Jaeckel will present a cocktail fashion show featuring Jeanne Tete "After Dark Hats". Press by invitation. Publicity: Nona James, VO. 5-3440.	JAECKEL	SAVOY PLAZA CAFE LOUNGE
Monday Nov. 22 1:00 P.M. Luncheon	"EVENING IN MANHATTAN" LUNCHEON SHOW Russeks will present a collection of cocktail and dinner fashions, keyed to evenings in New York. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Nov. and Dec. Luncheon Fashion Shows at The Plaza are being handled by Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Monday Nov. 22 2:00 P.M.- 4:00 P.M.	PREVIEW: CONTEMPORARY AMERICAN FABRICS "American Textiles '48" -- A loan exhibition of over 185 contemporary American fabrics, with practically every textile fiber, both natural and man-made, represented by sample pieces which are three yards long. The exhibition includes the work of 120 American textile firms, featuring fine woollens, silks, rayons, velveteens and new synthetics such as nylon, vinyon, velon, saran, fiber glass, and others. Exhibit will be open to public from Nov. 24 through Jan. 9. Publ.: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET
Monday Nov. 22 4:30 P.M.	PRESS PREVIEW OF RESORT FASHIONS Lord & Taylor will present their Resort Fashions, showing designs by Brigance, in addition to highlights from the collections of other designers. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	BIRD CAGE 5TH FLOOR
Nov. 22	SPRING MARKET WEEK IN MONTREAL, CANADA.		
Tuesday Nov. 23 9:30 A.M. Breakfast	PRESS PREVIEW OF PARIS FASHIONS Presentation by Alex Maguy of Paris, showing coats, suits and rainwear. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ALEX MAGUY - PARIS	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 23 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Annual meeting of The Fashion Group with the following guest speakers: Millicent Fenwick, associate editor of Vogue and author of Vogue's Book of Etiquette, discussing "More than Manners"; and Emily Kimbrough, lecturer and author of the book, "It Gives Me Great Pleasure", whose subject will be "The Pleasure Is Not All Mine". Chmn. of Program Committee: Gertrude Bailey. Price (incl. tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday Nov. 23 1:00 P.M. Luncheon	FURS AND MILLINERY AT LUNCHEON SHOW "Fashions for Christmas Wear and Giving", a collection of furs (by Aronowicz) and hats (by Cesar Rubio) in the holiday mood. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	HOUSE OF ARONOWICZ; CESAR RUBIO HATS	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Nov. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Bellciano will present a press preview of new coats and suits for Spring. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Attendance by invitation only. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 23 8:30 P.M.	LECTURE ON FASHION PUBLICITY Mrs. Ida F. Miller of Forth Miller Associates will be guest lecturer at Dr. Benjamin Fine's course, "Principles and Techniques of Publicity". She will discuss the philosophy of fashion, the media used in fashion publicity and the way each medium is handled. Single lecture fee: \$2.40 (including tax). New School Publicity: Agnes del'ira, GR. 7-8464.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
Nov. 24	NO LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (THANKSGIVING WEEK).		
Nov. 25	THANKSGIVING DAY (Thursday).		
Monday Nov. 29 2:00 P.M.	POPULAR PRICE SHOE FASHION SHOW Fashion Clinic and Style Show of the Popular Price Shoe Show of America, the official volume show sponsored by the Nat'l. Ass'n. of Shoe Chain Stores and the New England Shoe and Leather Ass'n. during Market Week, Nov. 29 - Dec. 2. Fashion director: Ann R. Silver, MU. 7-8654. Co-managers: Edward Atkins and Maxwell Field, MU. 2-8705.	SHOE CHAIN STORES; SHOE & LEATHER ASSN.	HOTEL COMMODORE GRAND BALLROOM
Monday Nov. 29 8:30 P.M.	OPENING: METROPOLITAN OPERA SEASON Grand opening of the 1948-49 Metropolitan Opera, the 64th Season. Opening opera is Verdi's "Otello". Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY AT 39TH STREET
Wednesday Dec. 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Resort and Spring millinery by Paulyne Holt will be presented during luncheon. Press by invitation. Public by reservation; contact "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	PAULYNE HOLT (328 PARK AVE.)	HOTEL PIERRE COTILLION ROOM

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Wednesday Dec. 1 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Milgrim will present a luncheon showing of custom-made fashion for Holiday wear. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Thursday Dec. 2 2:30 P.M.	SHOWING OF CRUISE FASHIONS Gimbels will present dresses, suits, coats, and sportswear at the opening of their cruise shop. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Thursday Dec. 2 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NYLON FABRICS TO PRESS Preview of exciting new sheer Du Pont nylon fabrics designed by William Winkler, at a "Dansant Party" for the press. (Note change of date.) Contact: Vera Milow, promotion director for William Winkler, WI. 7-4613. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	WILLIAM WINKLER FABRICS (BLUE RIDGE TEXTILE CO.)	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Dec. 6	SPRING MILLINERY OPENINGS IN LOS ANGELES ARE SCHEDULED FOR WEEK OF DEC. 6.		
Tuesday Dec. 7 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW The Cotton Shop will present a luncheon showing of casual fashions for Resort and early Spring. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Dec. 8 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW I. Miller will present shoe and accessory fashions for resort wear during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horchler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER & SONS, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday Dec. 8 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Showing of dawn to dusk custom-order fashions, designed by Oleg Cassini. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CASSINI-DARDICK (16 EAST 55TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 15 1:00 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Russeks will present Resort and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Dec. 25	CHRISTMAS DAY (Saturday)		
Dec. 29	NO REGULAR LUNCHEON FASHION SHOW AT WALDORF-ASTORIA (CHRISTMAS WEEK).		

MUSIC...MOVIES...THEATRES...TELEVISION

- Saturday
Nov. 13 OPENING: "AS THE GIRLS GO" WINTER GARDEN, 1634 BROADWAY
Michael Todd presents Bobby Clark in a musical about the husband of the first woman president. Cast includes Irene Rich, Hobart Cavanaugh, Bill Callahan, Betty Lou Barto. Director: Howard Bay. Dances: Hermes Pan. Sets: Howard Bay. Costumes: Oleg Cassini. Publ.: William Doll, MU. 7-6310.
- Tuesday
Nov. 16 OPENING: "FOR HEAVEN'S SAKE, MOTHER!" BELASCO THEATRE, 44TH EAST OF B'WAY
David Kay will present a comedy by Julie Berns about two stage-struck women who get distracted from their careers by marriage and their families. Starring Nancy Carroll and Molly Picon with Herschel Bentley and St. Clair Bayfield. Directed by Harry Wagstaff Gribble. Sets by Leo Kerz. Publicity: Robert Reud, PL. 5-5800.
- Tuesday
Nov. 16 OPENING: ICE FOLLIES OF 1949 MADISON SQUARE GARDEN, 49TH & 8TH AVENUE
Thirteenth annual appearance of the Shipstads and Johnson musical skating review. Tickets: \$1.50-\$5.00. Publicity: Lillian Jenkins, CO. 5-6800.
- Wednesday
Nov. 17 OPENING: "GOODBYE MY FANCY" MOROSCO THEATRE, 45TH WEST OF B'WAY
Michael Kanin presents Madeleine Carroll in the Fay Kanin play about a congresswoman who returns to her alma mater for an honorary degree. Director: Sam Wanamaker who also stars with Conrad Nagel, Shirley Booth. Sets: Donald Oenslager. Costumes: Emeline Roache; Madeleine Carroll's gowns by Hattie Carnegie. Publicity: William Fields, CI. 5-7930.
- Wednesday
Nov. 17 OPENING: "MISS TATLOCK'S MILLIONS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures present the movie adaption of Jacques Deval's Broadway comedy "Oh, Brother". Starring John Lund, Barry Fitzgerald, Wanda Hendrix and Monty Woolley. Producer: Charles Brackett. Director: Richard Haydn. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.
- Thursday
Nov. 18 TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL 11
Program includes: "Glamour on A Budget" sponsored by A.S. Beck-Fifth Avenue; "High Fashion Trends", using historical costume designs shown by Michelle Murphy of the Brooklyn Museum; "Design for Living"; "Chef's Holiday". Director: Dick Rose. Fashion Coordinator: Kay Bardsley. Publicity: Clint Bolton, MU. 2-1234.
- Thursday
Nov. 18 OPENING: "LIGHT UP THE SKY" ROYALE THEATRE, 45TH WEST OF B'WAY
Joseph M. Hyman and Bernard Hart present a new comedy by Moss Hart about a Broadway star and a young playwright during a pre-opening tryout of a Broadway-bound play. Featured are Sam Levene, Audrey Christie, Glenn Anders, Virginia Fields, Barry Nelson. Director: Moss Hart. Costumes: Kiviette. Publicity: William Doll, MU. 7-6310.
- Monday
Nov. 22 OPENING: "THE YOUNG AND FAIR" FULTON THEATRE, 46TH ST. WEST OF B'WAY
Vinton Freedley in association with Richard K. Krakeur will present an all-girl cast in the story of life in a girls' finishing school. Cast: Frances Starr, Patricia Kirkland, Mercedes McCambridge and Lois Wheeler. Director: Harold Clurman. Sets: Paul Morrison. Publicity: Vinton Freedley, CI. 7-7150.
- Wednesday
Nov. 24 OPENING: "THE SILVER WHISTLE" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY
The Theatre Guild, under the supervision of Theresa Helburn and Lawrence Langner, presents Jose Ferrer in the Robert McEnroe play about the adventures of a tramp. Costumes: Ernest Schrap. Publicity: Joseph Heidt, CO. 5-6180.